

## Media Release

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### Swiss Finance Museum Expands With New Special Exhibition “Sports & Money”

**Three years ago, the first and only finance museum in Switzerland – a country famous for its banks – opened in Zurich-West. Since opening, it has housed a multimedia-based showcase of the Swiss financial center. From Friday, 10 July until summer 2021, the Swiss Finance Museum will be staging a collage of the financial aspects of sport in its new and most extensive special exhibition to date – “Sports & Money” – over 100 square meters of exhibition space.**

Sport is crucial to Switzerland’s economy. At 1.7%, it contributes more to the country’s gross domestic product than agriculture, generating a gross value add of CHF 11.4 billion. This has also become evident through the coronavirus crisis during which the financial significance of sport has suddenly sprung into the public eye. The postponement of the Summer Olympics to 2021, for example, will result in additional costs of USD 2.7 billion. The recent discussions regarding the cancellation of the Swiss Football Championship are also still fresh in the public memory.

The Swiss Finance Museum has decided to highlight the financial aspects of the sports world (including those relating to the coronavirus), and is dedicating its largest special exhibition to date, covering 100 square meters, to the subject. Curators Andrea Weidemann and Simone Kobel from the Swiss Finance Museum explore the theme using three exhibition elements: collages, historical securities and real, unusual sporting articles. Financial key figures of Formula 1, tennis, equestrian sports, football and skiing are presented in the form of a collage. These are designed to educate visitors, illustrating for example that in Formula 1 it is not necessarily the world champion’s racing team that gets the most prize money. Likewise, tennis players have to cover substantial costs themselves. The most expensive horse in the world was sold for the eye-watering sum of USD 64 million. The transfer market for soccer is at an all-time high, and ski race operators have recently started suffering losses.

Twelve selected historical securities from near and far for these sports also lead the visitor through the history of the sports business. The displays are part of the world’s largest and most important collection of historical securities. The special exhibition also highlights the effects of the coronavirus crisis on sport. Each part of the exhibition is enhanced using real, unusual, 3D sporting articles, multimedia installations and an extended, free smart phone audio guide.

The “Sports & Money” special exhibition will be on show at the Swiss Finance Museum until summer 2021. At the same time, it is still possible to visit the existing permanent exhibition. This brings to life the origins of the global economic system, the role of the stock exchange and the history of the Swiss financial center.

You can find pictures of the exhibition here: <https://www.finanzmuseum.ch/en/home/museum.html#media>

You can find a detailed description of the elements of the new special exhibition [here](#).

You can download the multimedia smart phone audio app here: <https://www.finanzmuseum.ch/app>.

If you have any questions, please contact Julian Chan, Deputy Head Media Relations.

**Phone:** +41 58 399 2508  
**E-mail:** [pressoffice@six-group.com](mailto:pressoffice@six-group.com)

### **Swiss Finance Museum**

The Swiss Finance Museum is the first and only museum of its kind in the banking nation of Switzerland. It houses a permanent, multimedia exhibition on the fundamental significance of the financial market and its infrastructure for our everyday life, and illustrates the origins of our economic system. It focuses on stock exchange trading, the capital market, financial instruments and payment transactions. Temporary special exhibitions regularly explore individual aspects of the financial system in greater depth. In addition to public and private guided tours, the museum offers its own events and can also be hired as an event venue. The museum is run by the foundation Collection of Historical Securities, a charitable foundation established by SIX in 2001. The foundation owns one of the most significant collections of historical securities worldwide with some 10,000 securities from more than 150 countries. The highlights of this collection are exhibited in the museum.

[www.finanzmuseum.ch](http://www.finanzmuseum.ch)

### **SIX**

SIX operates and develops infrastructure services in the Securities & Exchanges, Banking Services and Financial Information business units with the aim of raising efficiency, quality and innovative capacity across the entire value chain of the Swiss financial center. The company is owned by its users (122 banks). With a workforce of some 2,600 employees and a presence in 20 countries, it generated operating income of CHF 1.13 billion and Group net profit of CHF 120.5 million in 2019.

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